



UNIVENTURE 2019

Regulations

1. GOALS

The goal of “**UniVenture2019**” is to stimulate entrepreneurship and innovation by mixing different and complementary competences, by getting together academia (students, PhDs, researchers, professors, etc.) and entrepreneurs (PMI and startups). For this reason, an “Agile Business Plan competition” is organized, where innovators - of any kind - collaborate with students of University of Pavia MIBE International Business & Entrepreneurship course to draft an Agile Business Plan, which should include:

- a) defining strategic positioning,
- b) market analysis and target fine-tuning
- c) test and development of the business model
- d) analysis of the product /service pricing
- e) preliminary analysis of economic and financial sustainability of the project and profitability levels.
- f) MVP and real feedbacks from the market.

Winners will be financially awarded. Financial prizes consist of € 25.000,00 (twenty-five thousand / zerozero).

2. PROMOTERS, ORGANIZING COMMITTEE & PARTNERS

“UniVenture2018” is promoted and organized by:

- University of Pavia, together with his master's degree in "International Business & Entrepreneurship" (MIBE) and The Scientific and Technical Park;
- Polo Tecnologico di Pavia (www.polotecnologicopavia.it);
- Municipality of Pavia – which is also the financing partner

3. WHO CAN PARTECIPATE

A project can be submitted by (see Section 4.1):

- anyone who has an innovative entrepreneurial idea and is interested in turning it into a real business in the short term;
- established Startup or micro/SME registered in the Company Register of the Chamber of Commerce with an annual revenue, which in the last 3 years has always been lower than € 200.000 euro (two hundred thousand), wherever they are established, subject to Section 5.1 regarding financial awards.
- any spin-off of the University of Pavia that has not already participated in previous actions (in this case the two criteria indicated above do not apply).

It is essential for the Project Leader **a good knowledge of English**, as she/he may have to deal with people of different nationalities during the "Fair of Ideas" event (see Section 4.2) and while drafting of the business Plan.

The winners, who were financially awarded in the previous editions, will not compete again in “UniVenture2018”.

4. DEADLINES

“UniVenture2018” foreseen activities and deadlines as reported in Table 1.

Table 1: activities and deadlines

Phases / activities	Dates
Application to UniVenture2018	Deadline: October 6 th , 2019
Notification of projects selected for the Fair of the Ideas	Deadline: October 11 th , 2019
Fair of Ideas	the exact date will be communicated on the unipv website
Business Plan drafting	From October 21 st 2019 to December 10 th , 2019 during MIBE / UNIPV
Online submission of the Business Plans	December 6 th , 2019

Business Plans presentation and notification to winners	the exact date will be communicated on unipv website
Awards ceremony at the presence of Municipality of Pavia	within December 31 st , 2019

Sections from 4.1 to 4.4 detail each activity.

4.1. Project application and Selection Process

Applications can be sent as soon as the Regulations are published on UniVenture2019 web page <http://www.unipv.eu/site/home/naviga-per/impres.html>, filing the form available at the link <https://goo.gl/forms/BYHQjanZj315Syx73>.

The “Project Leader” submits the project.

Among the submitted projects, the Organizing Committee will select 10 to 20 deserving projects, which will take part to the Fair of Ideas (see Section 4.2). The Organizing Committee may choose to include in the Jury some experts to evaluate the submitted projects, the name of the experts will be published UniVenture2019 website <http://www.unipv.eu/site/home/naviga-per/impres.html>.

In this first selection:

- n.3 (three) seats will be reserved for projects where the Leader is a student, or a PhD student, a researcher or a professor of the University of Pavia or the project presents a cooperation with the University of Pavia;
- n.3 (three) seats will be reserved for projects with a female Project Leader;

If the Project is selected, the **Project Leader** undertakes:

- a) to present its project at the Fair of Ideas (see Table 1 and Section 4.2), or – if unavailable – to delegate a substitute with a strong knowledge of the submitted project;
- b) to cooperate with University of Pavia MIBE students in the preparation of the Agile Business Plan;
- c) to accept integrally and without reservations these “**UniVenture2019**” regulations, and to be at the Business Plan presentation (see Table 1).

4.2. The Fair of Ideas

The selected Project Leaders will take part at the “Fair of Ideas” (see Table 1).

Each Project Leader (supported by team members/co-founders) will be assigned to a small physical space/desk to present business idea to the MIBE students. It is strongly

suggested that the Project Leader brings useful material to make the presentation the most effective possible (prototypes, PPT presentations, posters, etc.).

The goal of the Fair of Ideas is to gather the “Project Teams” for the selected ideas. These teams will be involved in drafting the Agile business Plan in order to improve the business idea both from a strategic and from an economic point of view. The carried-out activities will include:

- a) definition of the strategic positioning,
- b) market analysis and target fine-tuning,
- c) business model development,
- d) analysis of the product/service pricing,
- e) project economic-financial sustainability and project profitability.
- f) MVP construction and feedback collection from the market

These activities will be carried out under the supervision of prof. Stefano Denicolai (University of Pavia).

The procedure, through which Teams will be assembled, will be explained during the Fair of Ideas.

The projects, that successfully create a Project Team during the Fair of Ideas, are admitted to the next phase (Business Plan development, see Section 4.3).

The Team members entering “Agile *Business Plan*” phase are under the obligation to sign a **Non Disclosure Agreement**, provided by the Organizing Committee, committing to keep absolutely reserved all confidential information (all information not explicitly identified by the Project Leader as non-confidential are to be considered confidential).

The Fair of Ideas will take place in Pavia in a location which will be announced on the University of Pavia web page.

4.3. Business Plan Development

After the Fair of Ideas, the Project Teams during the MIBE Innovation Management course – under the supervision of Stefano Denicolai– will start the strategic analysis and the Agile *Business Plan* drafting.

By December 6th, 2019, the Project Team will e-mail to univenture@unipv.it the following documents:

- Agile Business Plan (short version) to be employed during the Business Plan presentation on December 13th, 2019;

- Agile Business Plan (complete version) including every additional information useful for the work evaluation.

Further additional details concerning the different content of the two requested Business Plan version will be given during the MIBE “Innovation Management” lessons and during any promotion meeting of the initiative at the Polo Tecnologico di Pavia and/or other locations.

4.4. Projects presentation and award ceremony

The projects will be presented by each Project Team at the event of Business Plan presentation as per table 1.

Submission details will be provided during the MIBE Innovation Management lessons and published on <http://www.unipv.eu/site/home/naviga-per/imprese.html>.

At the end of the presentations, the Jury will meet and announce the winners of Section 1 awards. Winners will be awarded during an official ceremony that will be held by December 31st, 2019.

5. AWARDS AND JURY

5.1. Only a legally established company, with operational headquarters located in the Municipality of Pavia can receive the financial prizes. The headquarters must be kept in Pavia for a minimum of three years. This restriction does not apply if the company is forced to close due to economic and / or market difficulties before the end of the 3-year period, difficulties must be documented.

5.2. Winners will be selected from a Jury of experts, specially appointed and whose judgment will be unquestionable. The Jury composition - published on the webpage <http://www.unipv.eu/site/home/naviga-per/imprese.html>, will include, among others, a member selected by the Municipality of Pavia.

5.3 The first classified project will receive the prize for the “Best Business Plan” equal to €10.000,00 (ten thousand /00). The second and third classified project will receive a prize of €5.000,00 (fivethousand/00) each. The cash amount of these prizes will be paid for 65% within 60 days of the prize giving event or the date the company is established, which, if not yet existing, must be established within 60 days of the prize giving event following the presentation of a brief report on how they intend to use the fund. After at least six months have elapsed from the first tranche, the winning company will have to

present a short report on the progress of the project, in which clear evidence of the expenses occurred or still be carried out is given. Within 30 days from the presentation of the report, the remaining 35% of the prize will be paid. In the event that the report reveals a significant divergence with respect to the Business Plan as regards project contents and objectives, or if there is a serious delay compared to what was planned, the jury may decide to postpone the payment of the second tranche of the award. There are also 2 (two) prizes of € 2.500,00 (two thousand five hundred/00) as a contribution for the Team leader for the Silicon valley study tour (<https://www.siliconvalleystudytour.com/about/>). These 2 prizes will be paid in full within 60 days of the award event.

5.4 Any other awards will be published on UniVenture2019 webpage. During the Award Ceremony, additional details will be given.

5.5. In the event that the future-company shareholders are graduate students, PhDs students or researchers of the University of Pavia, the winning projects will also be assessed by the “Commission for the Transfer of Knowledge and applications” in order to be recognized as a University of Pavia "Spin-off”.

5.6. If the winning project company has not yet already been established or its operation headquarter is based outside Pavia Municipality, it will have to be within 60 days from the Award Ceremony. After these 60 days, the team loses the right to the prize, which is awarded to the next best Business Plan project

5.7. The winning Project Leader has or will have at least 15% of the company shares.

5.8. To recognize the contributions received during the Business Plan development the Project Leader undertakes to choose one of the following alternatives:

- a) involve at least one of the Team members which contribute to the Business Plan (and related activities) with a company share of 5%. If no agreement is found, the company will choose option b);
- b) The project leader can legitimately decide not to involve in the company one of the member of the team as per option a). In this case, the Project Leader and the awarded company will acknowledge the work done by the team that has supported them. The 15% of the received award will be equally divided among the team members not involved in the company. The organizing committee will create an official list with the names of those entitled to the recognition.

6. CONTACTS AND OTHER INFORMATIONS

News and other information will be published on Univenture2019 webpage <http://www.unipv.eu/site/home/naviga-per/impres.html>.

It is also possible to contact the organizing committee by emailing to univenture@unipv.it or the Research and Third Mission Service of the University of Pavia, Lucia Marazzi (lucia.marazzi@unipv.it).

7. PRIVACY OF PERSONAL DATA

In accordance with Legislative Decree no. 196 of 30 June 2003 “Code regarding the protection of personal data” we inform you that all personal data managed in the performance of the procedure will be handled exclusively for the purposes of this call and in the compliance with art. 13 of Legislative Decree no. 196/2003. False statements and false documents are punishable under existing laws.

8. PERSON IN CHARGE OF THE PROCEDURE

According to Law No 241 of 7 August 1990 “New regulations on administrative procedure and the right of access to administrative documents” and following amendments and supplements, the administrative head of the procedure is Sofia Baggini, head of the Research and Third Mission Service of the University of Pavia.